sheet	1	ام	f 1
-	_		

हर्ने प्रि	449	$\overline{}$					U.S.	DEPAR	TMENT OF	COMMERCE	ATTY, DOCKET NO.	SERIA	L NO.		
	•	12					PATI	ENT AN	D TRADEM	ARK OFFICE	T721-21	09/7	66,004		
(REV. 8-83)	Mir .	(Y)									APPLICANT				
Page 10	<b>VFQ</b>	<b>ŽM</b> A	TIC	N	DIS	CLO	DSU	RE (	CITATIC	N ·	SCHLACK		•		
THE TRADE	END.										FILING DATE GROUP				
			(Us	e seve	rel d	eets (	rece	ssary)			19 JANUARY 200	2611			
									U.S. PA	TENT DOCU	MENTS				
EXAMINER									T			т		FILING	DATE
INITIAL			DC	CUN	ENT	NUM	BER		DATE		NAME	CLASS	SUBCLASS		F PRIATE
	AE	5.	9	3	1	9	0	1	8/97	Wolfe et	al.	709	206	I	
	ĀF	5	6	0	0	3	6	4	2/97	Hendrick	s et al.	348	1	1	
	_	<u> </u>	一		t				<del> </del>					1	
	-		$\vdash$	├	┢	┢	$\vdash$	-	<u> </u>			<b> </b>		<b>†</b>	
			┢		$\vdash$	$\vdash$				· ·	REC	FIVE			
							П		·		220	EIVE			
											. משני	<del>3 20</del> 0	Z		
<del></del>				$\vdash$	<b> </b>		$\vdash$				Taphneleg	Genter	0600		
				-	<u> </u>	t				<u>                                     </u>			3700	<b>—</b>	
	$\vdash$		╁╾	-	-	╁╌	╁╌		<del> </del>	<u> </u>	· · · · · · · · · · · · · · · · · · ·			<del>                                     </del>	
	<b>├</b> ─	-	├	├	┢	├	├		<del> </del>	· ·	·	-	<del>                                     </del>	<del> </del>	
			ļ	l			<u> </u>	AII	COPPICA	PATENT DO	CIMENTS	<u> </u>	l		
								AL.	TOREIGN	TATENTE		CLASS	SUBCLASS	TRANSL	ATHON
								l				CDGS	30801233	YES	NO
				<b>,</b>	_									1123	
			-9-	<u> </u>	<u>L</u>		L								
						Γ									
				Г		Π	П	П							
					1	Т									
	<del>                                     </del>	_	$\vdash$	T	$\vdash$	T		$\Box$							
	I	<u> </u>	Ь	<u> </u>	<del>  c</del>	THE	R D	OCUM	IENTS (In	cluding Author, i	Tule, Date, Pertinent Pages,	Esc.)	L		-
	<u> </u>	CA	INC	TA	Tec	hni	cal	Pape	rs "Com	pressed D	igital Commercia	al Inse	rtion: Ne	W	
Med			Te	chn	olo	gy <sup>j</sup>	Arci	nitec	tures f	or the Ca	ble Advertising	Busine	ss" 1992	8 page	es.
• • •		СВ	Ad	Lin	kΕ	ngi	nee	ring,	Ad ins	ertion wi	ring diagrams,	1999, 1	7 pages.		
<del> </del>	<b> </b>		T		-										
•			1							<u> </u>					
	$\vdash$	$\vdash$	╁							<del></del>			<del> </del>		
		<del> </del>	╁╌		-					•					
EXAMINER	1	<del>}</del> —	ــلـ		,	1					DATE CONSIDERED	1/	<del>/</del>		
_,,_,	1/U	411	h	$\mathbb{Z}$								1/18/	15		
										nformance with i	MPEP 609; Draw line throug	h citation if	not in conforman	ce and not	
considered. In	chide c	ony of	this fi	om w	rith ne	od com	nmun	ication t	o condicent						

PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

U.S. Patent and Traderitation Clinice, U.S. DEPARTMENT OF COMMERCE.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

Sheet 1

PRANTS TRANF

08/16/04

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

of

Complete if Known						
Application Number	09/766,004					
Filing Date	19 JAN 2001					
First Named Inventor	SCHLACK					
Art Unit	2611					
Examiner Name	DEMICCO, MATTHEW					
Attorney Docket Number	T721-21					

			U. S. PATENT D	OCUMENTS	
Examiner Initials*	Cite No.1	Document Number  Number-Kind Code <sup>2 (# troom)</sup>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Unes, Where Relevant Passages or Relevant Figures Appear
	<u> </u>	US-	<del>                                     </del>		
	$\vdash$	US-		<del> </del>	
		US-			
		US-			
		US-			RECEIVED
		US-			
		US-		***	AUG 2 4 2004
		US-			
		US-			Technology Center 2600
		US-		•	
		US-			
		US-		·	
		US-			
,		US-			
		US-			
	1	US-	1 1		

		FOREI	<b>GN PATENT DOCL</b>	IMENTS		
Examiner Initials*	Cite No.1	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages	
		Country Code <sup>3</sup> "Number <sup>4</sup> "Kind Code <sup>3</sup> (if known)	MM-DD-YYYY		Or Relevant Figures Appear	T⁵
WOU	ВС	WO9712486	04-03-1997	SLEZAK		
	BD	WO9827723	06-25-1998	YUEN		
	BE	WO9966719	12-23-1999	ZIGMOND		
	BF	WO0049801 ·	08-24-2000	YUEN		

Examiner Signature	Mark Rr		Date Considered	(8	08
PEVALUNED.	Mailia Di Cardina and anno de la constitución de la	and the second s	and the early the state of	V// 1-	

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. Applicant's unique citation designation number (optional). See Kinds Codes of USPTO Patent Documents at <a href="https://www.uspto.gov">www.uspto.gov</a> or MPEP 901.04. See Kinds Codes of USPTO Patent Documents at <a href="https://www.uspto.gov">www.uspto.gov</a> or MPEP 901.04. See Kinds Codes of USPTO Patent Documents at <a href="https://www.uspto.gov">www.uspto.gov</a> or MPEP 901.04. See Kinds Codes of USPTO Patent Documents, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. Skind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

		1	511	E	vc,	X			-	•			sheet	_1	of <u>l</u>
Form PTO-	1449	1				~	U.S.	DEPA	RTMENT O	F COMMERCE	ATTY. DOCKET NO.	SERIA	L NO.		
(REV. 8-83)		( )	AUS I	0 2 2	2001	E 1	PATE	NT A	ND TRADE!	MARK OFFICE	T721-21 09/766,004				
:		12	_		ď	<i>S</i> /					APPLICANT				
IN	FOR	МĂ	<b>JATO</b>	MAD	DYS	ĆLO	OSU	RE	CITAT	ION	SCHLACK				
											FILING DATE	GROU			
			(Us	e seve	ral sh	eets ij	f nece.	sary)			19 JANUARY 2001	2611			
									U.S. PA	TENT DOCU	MENTS				
EXAMINER									T				7		G DATE
INITIAL			DC	CUM	ENT	NUM	BER		DATE		NAME	CLASS	SUBCLASS		IF PRIATE
													1		
														<u> </u>	,
-															
									ľ				^		
													1	7	
		-								<del></del>			90 AUG	S/L	
				ļ			<b>-</b>						10/00	7, 3	<b>8</b>
	H		<del>  </del>	-		<del> </del>	<u> </u>			<del>                                     </del>			PK AUG O	100,	
	<u> </u>			<u> </u>	-	-	╁┈╴		<del> </del>				1	<del>\</del>	
<u> </u>				ļ -		-	ļ	-					<del> </del>	<del> </del>	
			-	ļ		1							<del> </del> -		
	<u></u>			<u> </u>	L	<u></u>	<u> </u>		EOBEIG	N PATENT D	OCUMENTS			1	
									TOREIG	IN FAIGNI D		O' + 00 T	CLIDGE 4 CC		
2	·											CLASS	SUBCLASS	TRANSL	
														YES	NO
LY41	ВА	9	9	5	2	2	8	5	10/99	WO					
T	BB	9	9	6	5	2	3	7	12/99	MO					
				1											
										-	···				
	<u> </u>	<u>.                                    </u>	<u>.                                    </u>	ł	0	THE	R D	ocu	MENTS (	Including Author,	Title, Date, Pertinent Pages; E	Etc.)			L
	Ι	Γ	_												
		<u> </u>	┢	<del></del>											
	ļ <u> </u>			·											
			-												
	<u> </u>	<u> </u>	<u> </u>					-							
		<u> </u>	<u> </u>	_						<del></del>					
			<u>/</u>	_			-				-	/ /			
EXAMINER		Ψ,	אעא	/1.	1	1					DATE CONSIDERED	18/0	5		
EXAMINE	R: In	tial if	citatio	n con	sidere	d, wh	ether	or not	citation is in	conformance with	h MPEP 609; Draw line throu	gh citation	if not in conform	nance and	not
considered. In	nclude	ору о	f this	form v	with n	ext co	mmu	nicatio	n to applicar	nt.	•				



### **ELECTRONIC INFORMATION DISCLOSURE STATEMENT**

Electronic Version v18 Stylesheet Version v18.0

> Title of Invention

System and Method for Delivering Statistically Scheduled **Advertisements** 

**Application Number:** 

09/766004

Confirmation Number:

7949

First Named Applicant:

John Schlack

Attorney Docket Number: T721-21

Art Unit:

2611

Examiner:

Matthew DeMicco

Search string:

( 5155591 or 5532732 or 5534911 or 5559549

or 5621728 or 5650994 or 5752160 or 5774170

or 5966120 or 5990927 or 6002394 or 6009410

or 6020883 or 6029045 or 6088722 or 6253238 or 6263501 or 6418122 or 6425131 or 6434747 or 6446082 or 6459427 or 6463585 or 6487721 or 6516002 or 6615039 or 6631523 or 6675385

or 6718551 or 6724974 or 6738978 or 5761601

or 20020026645 or 20020038455 or 20020104083 or 20020129374 or

20030200128 ).pn.

## RECEIVED

AUG 1 6 2004

Technology Center 2600

#### **US Patent Documents**

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
474	1	5155591	1992-10-01	WACHOB			
	2	5532732	1996-07-01	YUEN			
	3	5534911	1996-07-01	LEVITAN			
	4	5559549	1996-09-01	HENDRICKS			
T	5	5621728	1997-04-01	LIGHTFOOT			
	6	5650994	1997-07-01	DALEY			
	7	5752160	1998-05-01	DUNN			
	8	5774170	1998-06-01	HITE			
	9	5966120	1999-10-01	ARAZI			
	10	5990927	1999-11-01	HENDRICKS			
				W	l		

AUS 1 2 2004 5

WY	11	6002394	1999-12-01	SCHEIN
	12	6009410	1999-12-01	LEMOLE
	13	6020883	2000-02-01	HERZ
	14	6029045	2000-02-01	PICCO
	15	6088722	2000-07-01	HERZ
	16	6253238	2001-06-01	LAUDER
	17	6263501	2001-07-01	SCHEIN
	18	6418122	2002-07-01	SCHOENBLUM
	19	6425131	2002-07-01	CRANDALL
	20	6434747	2002-08-01	кноо
	21	6446082	2002-09-01	ARITA
	22	6459427	2002-10-01	MAO
	23	6463585	2002-10-01	HENDRICKS
	24	6487721	2002-11-01	SAFADI
	25	6516002	2003-02-01	HUANG
	26	6615039	2003-09-01	ELDERING
	27	6631523	2003-10-01	MATTHEWS
	28	6675385	2004-01-01	WANG
	29	6718551	2004-04-01	SWIX
	30	6724974	2004-04-01	NARUTO
	31	6738978	2004-05-01	HENDRICKS
	32	5761601	1998-06-01	NEMIROFSKY

# RECEIVED

AUG 1 6 2004

Technology Center 2600

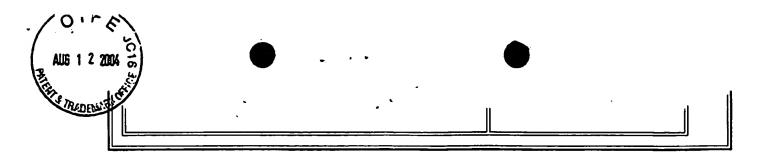
### **US Published Applications**

Note: Applicant is not required to submit a paper copy of cited US Published Applications

init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
M	1	20020026645	2002-02-12	SON	]		
	2	20020038455	2002-03-01	SRINIVASAN	]		
而	3	20020104083	2002-08-01	HENDRICKS	]	•	
	4	20020129374	2002-09-01	FREEMAN	]		
	5	20030200128	2003-10-01	DOHERTY	]		

Signature

// / Examiner Name	, Date
Mall Mit	1/18/05



## RECEIVED

AUG 1 6 2004

Technology Center 2600